

**Abstract**

In a method for the production of addressee-specific printed products wherein, for the completion of each printed product, a plurality of printed sheets (120a, 120b, 120c) are assembled for forming inner pages of the finished printed product, provided with a cover page and stapled or bound, an EDP-supported database structure, which allocates to a respective addressee of each printed product information characterising the addressee, is provided. At least one of the printed sheets (120a) becomes an addressee-specific printed sheet as a result of the attachment of addressee-specific information to at least one predetermined location. The printed products are provided after the completion for an addressee-specific delivery on the basis of information from the database structure and/or on the basis of the addressee-specific information on the personalised printed sheet (120a). A plurality of addressee-specific media (126), the format of which is different from that of the finished printed product, are produced using information from the database structure, each medium (126) containing characteristic information for a respective addressee, and, for the completion of the respective addressee-specific printed product, at least one of the plurality of addressee-specific media (126) is attached to the at least one addressee-specific printed sheet (120a).

(Fig. 4)